Executive Proclamation
State of South Dakota
Office of the Governor

Whereas, Life insurance provides financial security for families in the event of death by helping surviving family members to meet immediate, ongoing, and future financial obligations and objectives; and,

Whereas, Surveys consistently indicate that the vast majority of Americans believe that life insurance is an essential part of a sound financial plan; and,

Whereas, The unfortunate reality today is that 44 percent of U.S. households lack adequate life insurance protection; and,

Whereas, When someone who provides for other family members dies prematurely, insufficient life insurance coverage often results in financial hardship for surviving family members, forcing them to take such measures as working additional jobs or longer hours, borrowing money from family and friends, scaling back on educational plans for children, spending down money from savings and investment accounts, and moving to less expensive housing; and,

Whereas, Determining how much and what kind of insurance to buy is one of the most important financial decisions consumers will ever make individuals, families, and businesses can benefit greatly from the expert advice of a qualified life insurance professional; and,

Whereas, The Life and Health Insurance Foundation for Education (LIFE), the National Association of Insurance and Financial Advisors (NAIFA), and a coalition representing hundreds of leading life insurance companies and organizations have designated September 2008 as "Life Insurance Awareness Month," and the goal is to make consumers more aware of their life insurance needs, seek professional advice, and take the actions necessary to achieve the financial security of their loved ones;

Now, Therefore, I, M. Michael Rounds, Governor of the state of South Dakota, do hereby proclaim September 2008 as

LIFE INSURANCE AWARENESS MONTH

in South Dakota.

In Witness Whereof, I have hereunto set my hand and caused to be affixed the Great Seal of the state of South Dakota, in Pierre, the Capital City, this Twenty-sixth Day of August in the Year of Our Lord, Two Thousand and Eight.

M. Michael Rounds, Governor

Attest:

Chris Nelson, Secretary of State